CITY OF LANSING, MICHIGAN LL LANSING



# VISION & MISSION

The Mayor's Arts & Culture Commission (the "MAACC") was established by Executive Order 2018-03 dated August 2, 2018, and by amended Charter declared effective as of December 12, 2018.

#### **Vision**

The Vision of the MAACC is that arts and cultural initiatives be further developed and advanced as a driver for positive social and economic change and economic development and in order to optimize quality of life and experiences for both residents and visitors in Lansing.

#### **Mission**

The Mission of the MAACC shall be to provide expertise, resources and support to enable a realization of the Vision:

- Developing and recommending an arts and culture plan for the Mayor;
- Serving as a resource to the Mayor on matters related to arts and culture in Lansing to enhance the quality of life in the City;
- Build public awareness of the value and benefits of the arts and a thriving community of artists;
- Developing and recommending ongoing arts and culture plan performance measures and best practices; and
- Studying and developing proposed additions, deletions, or modifications to its Charter.





## LETTER FROM THE MAACC

Dear Mayor Schor:

It is an exciting time to be involved with Arts and Culture in Lansing! Over the past year, Lansing has welcomed Michigan's first professional soccer team — Lansing Ignite — to the stadium downtown and has increased public funds to arts and cultural efforts in the City in the current fiscal year. Lansing hosted numerous public festivals in 2019 focusing on music, art, theatre, and more, and benefited from new public murals all over the city, created by internationally acclaimed artists working in tandem with our own creative talent from Lansing. There is energy in the air, and we are honored to play a part in making it all happen.

In our first year, the MAACC has focused on putting the supports in place to capitalize on this energy and use it to shape Lansing into a city that is far more dynamic and creative than anything we see today. The MAACC has begun to build relationships across the City and the region that we believe will serve as a catalyst for greater collaboration in the arts and cultural sector of our community. We have updated the City's policy on public art and engaged the community in an ongoing conversation about the role of performing arts in our downtown. Perhaps most importantly, the MAACC is reaching out to the artists and creators in our community to learn more about what Lansing can do to support them, and to encourage other creative professionals to call Lansing home.

These steps are only the beginning, and we look forward to continuing to support arts and cultural initiatives in Lansing, and to working with you to build a more vibrant, inclusive city. Lansing's time is now!

## **MEMBERS**

Erin Schor Chair

Debbie Mikula
Vice Chair

Josh Holliday Secretary

**Alison Alfredson** 

**Laurie Baumer** 

Alice Brinkman

**Dominic Cochran** 

**Yvette Collins** 

**Jack Davis** 

Mark Harvey

Katharine M. Hude

**Quinn Jiles** 

Scott Keith

Sergei Kvitko

Missy Lilje

Pat Lindemann

**Mike Marriott** 

**Clara Martinez** 

William Matt

**Courtney Millbrook** 

**Thomas Muth** 

**Ozay Moore** 

**Suban Nur Cooley** 

**Julie Pingston** 

**Berl Schwartz** 

**Kelly Stuible-Clark** 

Sarah Gonzales-Triplett

Stephanie Vasko

**Barb Whitney** 



#### **SWOT ANALYSIS**

At its November 1, 2018 meeting, the MAACC participated in a Strengths-Weaknesses-Opportunities-Threats (SWOT), facilitated by Redhead Design Studio.

The SWOT Analysis was presented to the City of Lansing and MAACC in Dec. 2018 – below is a synopsis of the full analysis.

#### **Definitions:**

**Art** is the subjective expression – abstract or realistic – of creative skill and imagination. It is a form of communication whose primary purpose is to evoke emotion or response by its mere existence. Art can be permanent or temporary, contemporary or historical, and it takes many forms: visual, physical, performance, literary, and even architectural.

Culture is the culmination and manifestation of the values, beliefs, customs and attitudes a community holds dear. For the purposes of this commission, we will focus on culture that surrounds and support the arts specifically. This value, use, placement and support of art – and efforts fostering such support and appreciation – constitute a critical component of Lansing's culture.

The intersection of art and culture is an important component that affects all aspects of Lansing's well-being.

#### **Recommended Next Steps:**

- 1. Clearly define your charter, boundaries, mission and purpose.
- 2. Review and enhance the list of amenities in this document on a regular basis.
- 3. Review Design Lansing 2012 Comprehensive Plan as a starting point for useful maps in order to really drill down and become more specific about physical locations of need.
- 4. Develop a strategic plan and goals that are art-based not economic, development, or fill-in-the-blank focused. Let other city experts focus on the elements of our culture that do not specifically revolve around the arts.

#### **Selected SWOTs**

**Strengths** (internal qualities used to accomplish the MAACC's mission): festivals; venues; educational opportunities through organizations, community centers, and higher education institutions; centralization of Lansing; diversity of audience and economy; talent and core of dedicated artist.

**Weaknesses** (internal qualities that prevent the accomplishment of the MAACC's mission and achieving its full potential): lack of density; lack of cultural district; low engagement from state government despite Lansing being the capital; lack of affordable housing/rent for artists; lack of media attention; too much focus on downtown and not enough on neighborhoods; arts education in K-12

**Opportunities** (external benefits of the environment within which the MAACC operates): potential for population and real estate growth; momentum for new performing arts facility; resurgence of enthusiasm for urban cores/increased walkability; promotion of centrality of Lansing's location

**Threats** (external environmental conditions that jeopardize the success of the MAACC): higher education institutions can be competitors for audience time & resources; sprawl of municipalities and lack of regional organization; infrastructure and governmental budgetary concerns; state of Michigan disregarding Lansing as a major cultural player (focused on Detroit and Grand Rapids)

## COMMITTEES

**Executive Committee** 

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#### **ARTS EDUCATION COMMITTEE**

#### **Description:**

The meaning of arts education as it relates to the Arts Education Committee: The opportunity by all residents of Lansing, of all ages, in and out of school, to gain knowledge and skills in dance, media arts, music, theater, visual arts, creative writing and expression, through exploration, investigation, discovery, experience and practice.

#### Members:

Barb Whitney (Chair) | Lansing Art Gallery & Education Center Alice Brinkman | Reach Studio Art Center Mark Harvey | State Archivist Missy Lilje | Happendance Clara Martinez | Everett High School Kelly Stuible-Clark | Wharton Center for Performing Arts

#### 2018-2019 Accomplishments:

As preliminary steps, the Committee referenced myriad arts and culture citywide plans, along with local, statewide, and national research related to arts education. Key steps to define arts education and outline the committee's purpose were informed by the work of the Arts Alliance, Michigan Arts Education Roundtable, Michigan Arts Education Instruction & Assessment, Americans for the Arts, and State Education Agency Directors of Arts Education. With an interest in learning about the Lansing School District's vision, history, and opportunities, our committee met with the Superintendent Yvonne Caamal Canul and Deputy Superintendent Mark Coscarella just prior to the close of the fiscal year and reported that to the full committee in July.

#### 2019-2020 Goals:

- Art education audit of the city/local schools (MAEIA Blueprint)
- Researching model program plans from communities similar to our own
- Advocate for equity in arts education for all people and for teachers of the arts
- Develop data-driven narrative to tell our story, power our purpose
- Share and garner resources (e.g. bus or supply grants)
- Facilitate the generation of "our" story about arts education as lifelong learning with many entry points.
- Advocating for policy changes in regards to arts education
- Recruiting arts professionals into teaching positions
- Facilitate connections (between the spheres of influence and/or partners in arts education)
- Develop a community-wide culture of arts participation and civic engagement
- Building a community-wide plan for multi-generational arts education
- Welcome diversity, marginalized populations

#### **CAMPUS & COMMUNITY RELATIONS COMMITTEE**

#### **Description:**

The Campus & Community Relations Committee was established to:

- 1) Increase communications between Lansing arts organizations and the city of Lansing with Lansing Community College (LCC) and Michigan State University (MSU).
- 2) Seek ways to engage the Lansing community with art-related services coordinated by LCC and/or MSU. The committee hopes that by focusing on communications and engagement, art will become more accessible to the Lansing community.

#### Members:

William Matt (Chair) | Michigan State University Broad Art Museum
Tonya Causley | Lansing Community College President's Office \*
Janet Lillie | MSU Office of Governmental Affairs \*
Mike Marriott | The Arts Promoter
Julie Pingston | Greater Lansing Convention & Visitors Bureau
Kelly Stuible-Clark | Wharton Center for Performing Arts
Stephanie Vasko | Michigan State University Center for Interdisciplinary C4I

#### 2018-2019 Accomplishments:

The Committee established additional members representing MSU Governmental Affairs (Janet Lillie) and LCC Office of the President (Tonya Causley). LCC gave a tour of campus arts and immersive learning to MSU representatives from the Art Museum, College of Arts & Letters and MSU Libraries. The Committee held meetings at locations in Lansing, East Lansing, and on the Campuses of both LCC and MSU. Guest presentations by MSU Associate Provost Judith Stoddart on the new MSU Campus-Wide Arts Strategy, and by the President of Lansing Community College (Brent Knight). The Committee invited City of Lansing Neighborhood & Citizen Engagement Director Andi Crawford to the August 2019 meeting to discuss ideas about how to connect and engage more efficiently across Lansing. Wharton Center for Performing Arts introduced new Engagement Coordinator Ben English to the Committee, and LCC introduced Melissa Kaplan, their Academic & Arts Outreach Coordinator.

#### 2019-2020 Goals:

The Committee would like to focus on better internal MAACC and external communications to achieve better results; and to move information more effectively from Committee discussions to an external audience.

#### **COMMUNICATION & ADVOCACY COMMITTEE**

#### **Description:**

The Communication & Advocacy Committee is largely focused on the role of advocacy, but some of the pure communications duties it has taken on include being the keepers of the MAACC's public e-mail address (artscommission@lansingmi.gov), and also any future social media presence for the MAACC on the usual channels.

#### Members:

Dominic Cochran (Chair) | Lansing Public Media Center
Crystal Gause | The Mioner Agency \*
Quinn Jiles | AmeriCorps VISTA
Mark Harvey | State Archivist
Matt Hund | Lansing State Journal \*
Mike Marriott | The Arts Promoter
Audrey Matusz | City Pulse \*
Thomas Muth | Collegeville Textbook Company
Suban Nur Cooley | Capital Gains Media
Sarah Pierce | 517 Living \*

#### 2018-2019 Accomplishments:

The MAACC is still contemplating the value of whether it needs a social media presence, but the Committee has offered to lead if Mayor Schor and the MAACC deems such a presence necessary or valuable. In total, the Committee has met 6 times so far, two of which were work meetings for the purpose of planning the listening sessions (see description of listening sessions below).

Craig Terrill | Communications Specialist at State of MI Procurement & CFO of Lansing Facts \*

#### 2019-2020 Goals:

On the advocacy front, the majority of the Committee's work has focused on reaching out to under-served communities and the planning of a series of listening sessions for artists & creatives, beginning in September 2019 and happening again in January 2020. The goal of the listening sessions is to assess the needs of Lansing's creative community. This will be accomplished by engaging well-known local professional creatives such as Phiwa Langeni, Ozay Moore, and Rose Cooper to facilitate in a relaxed and informal setting. The feedback from the community will be captured by Michigan State University grad students who will be focused on the task in order to make sure the valuable information is complete and able to be properly disseminated to the MAACC and the Mayor's office.

Berl Schwartz (Chair) | Lansing City Pulse

#### **MAYOR'S ARTS & CULTURE COMMISSION**

#### **FACILITIES & INFRASTRUCTURE COMMITTEE**

#### **Description:**

The Facilities & Infrastructure Committee (F&I) will focus on the physical venues and physical infrastructure within the City of Lansing as they relate to Arts and Cultural activities. The Committee will keep informed of public and private developments that will support arts and culture. If necessary, and at the Mayor's direction, the Committee can serve as a leader and/or convener for planning art facility projects within the City of Lansing

#### Members:

Laurie Baumer | Capital Region Community Foundation
Bill Castanier | Historical Society of Greater Lansing \*
Dominic Cochran | Lansing Public Media Center
Jack Davis | Loomis Law Firm
Josh Holliday | Lansing Ignite
Scott Keith | Lansing Entertainment & Public Facilities Authority
William Matt | Michigan State University Broad Art Museum
Debbie Mikula | Michigan Library Association
Courtney Millbrook | Lansing Symphony Orchestra
Julie Pingston | Greater Lansing Convention & Visitors Bureau
Dale Schrader | Real Estate Agent \*
Erin Schor | Michigan Community College Association
Barb Whitney | Lansing Art Gallery & Education Center

#### 2018-2019 Accomplishments:

During 2019, the Committee has been focused on a "Performance Venue Business Plan Study." In response to serious development offers around a performing arts venue in downtown Lansing, the Committee reviewed proposals for consulting services that would assist the City of Lansing and key stakeholders in determining what, if any, venue is needed, the type of venue, the operating costs, sustainability and governance of a shared venue. After review and discussion, the following points were arrived at:

- The client of any study is the City of Lansing.
- The "working group" for the consultant will be the F&I Committee with regular reports and input from the MAACC and the Mayor's office.
- There is a need for research and data on the feasibility of a Performing Arts Center and that the F&I Committee and the City recognize that need.
- That there is still time for the research and findings to have an impact on decisions that will be made.

Following the Committee's recommendation, the City of Lansing entered an agreement with AMS Planning & Research to conduct a "Venue Business Planning Study." The study is being paid for with funding from the Capital Region Community Foundation, restricted funding from the Lansing Public Media Center, and private donations. Following is a timeline of the Committee's work and accomplishments with the expertise of AMS Planning & Research.

#### F & I COMMITTEE CONTINUED

- January February 2019: Background Review AMS reviewed existing studies and reports to ensure a
  solid knowledge of the Lansing community. In a project kick-off workshop, AMS met with the Mayor and
  the Committee to review and confirm the work plan, define goals, and gather relevant information. AMS
  conducted approximately 15 interviews of community leaders, project stakeholders, and prospective
  facility users to gain an understanding of the contextual issues affecting the project, test interest and
  identify potential opportunities that may be available.
- April 2019: AMS conducted phone interviews and a web-based survey with identified potential users of the facility to define the space, capacity, and amenities needed. Respondents included performing arts organizations, event planners and producer- and community-based organizations. These conversations would be supplemented by outreach to area and national promoters. AMS conducted a scan of Lansing regional arts and cultural assets, and inventory local and regional venues. To further understand Market Demand, AMS conducted a demographic and psycho-graphic analysis of the primary and secondary market areas to understand the population's characteristics. In particular, the proportion of the population with attributes that correlate with participation in arts and cultural activities. Using its partnership with Claritas' PRIZM, AMS also conducted an analysis of the customer data files for Lansing Symphony's 1-ticket purchasers and donors, and Capital City Film Festival. The analysis examined existing market penetration as well as providing a comparison of actual penetration versus market potential.
- May 2019: AMS visited Lansing to present findings to date to the Committee. The Committee reviewed, discussed and provided feedback to AMS for the next steps of the study.
- June 2019: AMS conducted a web-based survey of known and likely arts attenders. Recipients would include participants (based on available email lists) at local arts and cultural entities, including individual artists, and educational institutions (both public and private), businesses and local residents. The F&I Committee helped disseminated the survey to the Lansing community. AMS identified 3-4 peer venues for comparative analysis based on similarities in market size, resident company activity, partnerships and development relationships, and other factors.
- July 2019: With an activity profile based on survey and interview findings, comparative case studies, and
  Committee input, AMS outlined the types and quantity of spaces needed, estimated the potential number
  of use days, and determined the optimal number of seats needed to set the guideposts for developing the
  building program and operating pro forma. AMS visited Lansing to facilitate an on-site workshop with the
  Committee to review the data collected to date, and evaluate opportunities, including analyzing program
  and product gaps, audience potential and likely partnerships. There is the possibility that multiple
  scenarios would be identified for further study.

#### 2019-2020 Goals:

The plan is to continue to work with AMS to prepare and present a future vision for the size, nature, and activity in a new performance venue in downtown Lansing. The recommended scenario(s) would incorporate all previous research findings and the proposed facility components, and would be structured around a suggested approach to activity and revenue drivers, among other variables, to achieve success as earlier defined. Recommendations will also be made regarding Management, Operating and Financial Plans of any new venue. After a very focused year on the feasibility and planning for a new venue, the Committee would like to spend some time in 2020 on existing venues, including historical assets, that can be leveraged for more arts and cultural use for the citizens of Lansing

#### **GOVERNANCE COMMITTEE**

#### **Description:**

The purpose of the Governance Committee is to ensure the effective operation of the MAACC and to make and/or review recommendations by and to the MAACC and the Mayor of the City of Lansing on governance policies, practices and procedures related to the MAACC's work in the City of Lansing.

#### Members:

Katharine M. Hude (Chair) | Hude Legal Services, PLLC Yvette Collins | AT&T Scott Keith | Lansing Entertainment & Public Facilities Authority Erin Schor | Michigan Community College Association

#### 2018-2019 Accomplishments:

Meetings were held on December 18, 2018; February 26, 2019; April 2019 (business conducted via email); June 26, 2019; and, August 7, 2019.

The MAACC Charter was revised per feedback provided by the MAACC members. The Committee discussed further revisions to the charter but decided that the Charter should remain as is and the Committee's focus should be directed towards other policy and procedure development.

The Committee reviewed and provided recommendations to the Public Art Committee's draft of the City of Lansing Public Art Policy Executive Order and Public Art Policy Guidelines.

The Committee reviewed current City of Lansing ordinances, as well as other city ordinances (e.g., East Lansing) for guidance on crafting potential future ordinance details into policies and procedures.

The Committee drafted bylaws for the MAACC and accepted comments from MAACC members through July 2019.

The Governance Committee oversaw the compilation of the Annual Report.

#### 2019-2020 Goals:

In the coming year, the Governance Committee will shift its focus towards working on language for potential ordinances that may ultimately codify the MAACC and additional public art policies.

#### **GRANTS COMMITTEE**

#### **Description:**

The Grants Committee's purpose is to advise on the process of the distribution of grant dollars from the City of Lansing's budget allocation for arts and cultural projects. The Committee will also promote the grant announcements, monitor the grant review process and promote the award announcements.

#### Members:

Julie Pingston (Chair) | Greater Lansing Convention & Visitors Bureau Jack Davis | Loomis Law Firm Josh Holliday | Lansing Ignite Berl Schwartz | Lansing City Pulse

#### 2018-2019 Accomplishments:

In the 2019/2020 budget for the City, there will be \$162,500 available to grant. The City will contract with the Arts Council of Greater Lansing in the administration of the grant process. There will be three distinct grant opportunities in the current budget cycle.

- 1.) Arts Impact Project Grant: \$75,000: For one permanent creative structure that enhances a neighborhood's appearance and kindles community engagement.
- July 16, 2019 Grant Guidelines released
- December 11, 2019 Grant Pitch Process and Panel Review
- February 2020 Arts Impact Project Announced at State of the City
- 2.) Arts Project Grants: \$82,500 total: Grants are for community-driven arts projects and programs that increase access to the arts for residents, businesses and visitors to the City of Lansing
- Applications for awards up to \$20,000
- July 16, 2019 Grant Application Open Date
- September 14, 2019 Grant Application Close Date
- September 15-30, 2019 Grants Reviewed and Approved
- 3.) Mini Pocket Grants: \$5,000 total: Grants are for arts-based projects, events or permanent installations in neighborhoods within the City (new grant opportunity for this budget cycle)
- Proposals for \$500 grants
- October 1, 2019 Grant Application Open for rolling monthly reviews with a determination within 30 days from application
- September 30, 2020 Grant Cycle Closes

#### 2019-2020 Goals:

The Committee's work will continue into 2020 as the cycle concludes in September 2020.

#### **PUBLIC ART COMMITTEE**

#### **Description:**

The Public Art Committee works to foster the creation of public art with high artistic quality and enduring value, in order to invigorate public spaces and shape a vibrant city culture and economy.

#### Members:

Alison Alfredson (Chair) | Artist & Realtor
Katrina M. Daniels | Lansing Art Gallery & Education Center \*
Katharine M. Hude | Hude Legal Services PLLC
Quinn Jiles | AmeriCorps VISTA
Debbie Mikula | Michigan Library Association
Ozay Moore | All of the Above Hip Hop Academy
Erin Schor | Michigan Community College Association

#### 2018-2019 Accomplishments:

The Committee met several times since January 2019 to discuss and update the current public art policy and guidelines for the City of Lansing. Using language and best practices gathered from other municipalities, a draft of the Public Art Policy Guidelines was submitted to the MAACC for review. The Committee addressed questions, comments and concerns, and included some of the MAACC members' wording in the revision.

An Executive Order of the Public Art Policy and the Policy of Public Art Displays at City Hall has also been presented to the Mayor for review.

#### 2019-2020 Goals:

- Advise the Mayor on matters concerning public art.
- Advocate for the public art program and establish the process and procedures that guide the creation, acquisition and care of public art.
- Guide a strategic approach to the development of the public art environment throughout the City of Lansing.
- Facilitate and develop a streamlined application and review process
- Review proposals for new works or installations of public art and make recommendations to the Mayor.
- Advocate for the public art program and assist in the cultivation of resources for public art.

<sup>\*</sup>Non-Commission Committee members

#### **TALENT & ECONOMIC DEVELOPMENT COMMITTEE**

#### **Description:**

The Talent & Economic Development Committee operates with three goals to provide economic impact to the artistic endeavors in the City of Lansing:

- 1.) Feature our vibrant arts and cultural sector to attract and retain top talent and business investment.
- 2.) Develop and implement strategies to attract artists to the City of Lansing.
- 3.) Develop and implement strategies to retain artists and organizations to the City of Lansing.

#### **Members:**

Josh Holliday (Chair) | Lansing Ignite

Dominic Cochran | Lansing Public Media Center

Jack Davis | Loomis Law Firm

Mike Marriott | The Arts Promoter

Brian McGrain | Economic Development & Planning, City of Lansing \*

Ozay Moore | All of the Above Hip Hop Academy

Thomas Muth | Collegeville Textbook Company

Erin Schor | Michigan Community College Association

Tony Willis | Lansing Economic Area Partnership \*

#### 2018-2019 Accomplishments:

- Established inventory of organizations and individuals who are intimately working to use arts and culture as an engine for talent and economic development.
- Developed a mission for the committee and recruited members to help lead discussion on future initiatives.
- Created marketing materials to showcase artist programs and incentives on residing in the City of Lansing, including the Lansing Economic Development Corporation's micro-loan program.

#### 2019-2020 Goals:

- Conduct research into best practices and municipal procedures for policies and economic initiatives
  that foster arts and cultural projects. Research will include site visits and informational interviews to
  identify model programs.
- Better communicate and disseminate marketable assets to artists and organizations on benefits of creative endeavors in the City of Lansing.

<sup>\*</sup>Non-Commission Committee members

### CITY OF LANSING SUPPORT

118,427

NUMBER OF CITY OF LANSING RESIDENTS IN 2018 \$162,500

CITY OF LANSING ARTS & CULTURE FUNDING AWARDED IN 2019-2020 BUDGET \$1.37

DOLLAR AMOUNT SPENT ON ARTS & CULTURE PER RESIDENT THROUGH CITY OF LANSING FUNDING

\*according to U.S. Census population data



Reach Studio Art Center's Walk-In Wednesdays Workshops



Lansing Symphony Orchestra's Neighborhood Concerts

## Photos of City of Lansing grant-funded arts & cultural projects



Lansing Art Gallery & Education Center's ARTpath | Public Art on the Lansing River Trail

"Lansing is committed to arts and culture, and we will make this an important part of our placemaking strategy for this city. The newly established Art and Culture Commission will make recommendations on how we can ensure art, culture and entertainment continue to be an integral part of our community." - Mayor Andy Schor

## CITY OF LANSING SUPPORT

#### **Project Grant Recipients**

#### **Arts Impact Grant Recipient**

"Below the Stacks " Mural Festival



**Capital City Film Festival Interactive Series** 

**Impression 5's Sensory Friendly STEAM Program** 





"Investing in the arts helps to grow the City of Lansing and supports it being recognized nationally, as both innovative and thriving. Art is an important part of a community and contributes to the visual, economic and cultural significance of Lansing. These grants will fund art projects that reflect our diverse identity and are a major component of our ability to entice new business and talent to the region." - Mayor Andy Schor

## Mayor's Arts & Culture Committee Meetings 2019-2020

All meetings are the 1st Thursday of every other month, unless indicated differently below:

- November 7, 2019
- January 9, 2020
- March 5, 2020
- May 7, 2020
- July 9, 2020
- September 3, 2020
- November 5, 2020

Photos Courtesy of Ryan Logan, Arts Council of Greater Lansing



Information on the Mayor's Arts & Culture Commission, and this Annual Report, may be found at lansingmi.gov/1784/Mayors-Arts-and-Culture-Commission or by contacting artscommission@lansingmi.gov